Claims

1-A wrinkle reducing composition, comprising:

A. a wrinkle reducing active, comprising a nonionic polyhydric alcohol humectant and a water-soluble wetting agent selected from a cationic surfactant, a non-alkoxylated nonionic surfactant and an anionic surfactant; and

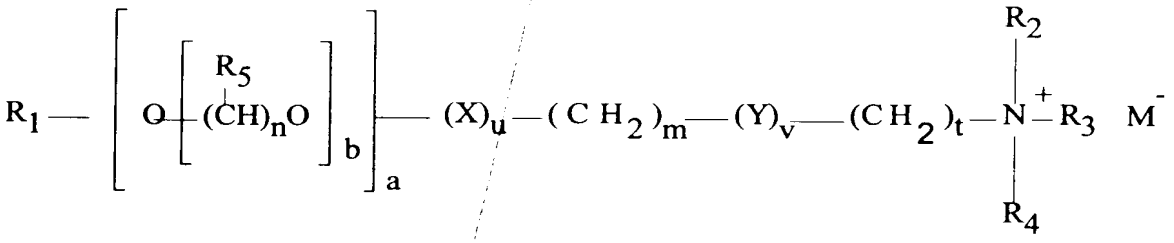
B. a liquid aqueous carrier.

2-A composition according to Claim 1, wherein said wetting agent is a cationic surfactant, preferably of formula:

$$[R^1N^+R3]\ X^-$$

wherein R^1 is C_{10}-C_{22} hydrocarbon group, or the corresponding ester linkage interrupted group with a C_1-C_4 alkylene group between the ester linkage and the N, each R is a C_1-C_4 alkyl or substituted alkyl, or hydrogen, and the counterion X^- is a softener compatible anion.

3-A composition according to Claim 1, wherein said cationic surfactant is a choline ester, preferably of formula:



wherein R_1 is a C_{10}-C_{22}, preferably a C_{12}-C_{14} linear or branched alkyl, alkenyl or alkaryl chain or M^-. $N^+(R_6R_7R_8)(CH_2)_s$; X and Y, independently, are selected from the group consisting of COO, OCO, O, CO, OCOO, CONH, NHCO, OCONH and NHCOO wherein at least one of X or Y is a COO, OCO, OCOO, OCONH or NHCOO group; R_2, R_3, R_4, R_6, R_7, and R_8 are independently selected from the group consisting of alkyl, alkenyl, hydroxyalkyl and hydroxy-alkenyl groups having from 1 to 4 carbon atoms and alkaryl groups; and R_5 is independently H or a C_1-C_3 alkyl group; wherein the values of m, n, s and t independently lie in the range of from 0 to 8, the value of b lies in the range from 0 to 20, and the values of a, u and v independently are either 0 or 1 with the proviso that at least one of u or v must be 1; and wherein M is a counter anion.

4- A composition according to Claim 1, wherein said wetting agent is an anionic surfactant, preferably an alkylsulphosuccinate surfactant.

5-A composition according to any one of Claim 1-4, wherein said wetting agent is present in an amount of from 0.1 to 10% by weight, preferably from 0.1 to 5%, more preferably from 0.1% to 1.5% by weight of the composition.

6-A composition according to any one of Claims 1-5, wherein the nonionic polyhydric compound is a polyol having from 2 to 8 hydroxy groups, preferably said humectant is selected from glycerol, ethylene glycol, propylene glycol, diethylene glycol, dipropylene glycol, sorbitol, erythritol or mixtures thereof.

7-A composition according to any one of Claims 1-6, wherein the nonionic humectant is present in amount of from 0.1 to 10% by weight, preferably from 0.1 to 5%, more preferably from 0.1% to 1.5% by weight of the composition.

8-A composition according to any one of Claims 1-7, wherein the water of the liquid aqueous carrier comprises from 50% to 95%, by weight of the composition, preferably from 60% to 97%, more preferably from 70% to 99%, by weight of the composition.

9-A composition according to any one of Claims 1-8, wherein said composition further comprises a lubricant selected from a water-insoluble cationic softener, nonionic softener selected from cyclomethicones, fatty acid esters of mono- or polyhydric alcohols or anhydride thereof containing from 1 to 8 carbon atoms.

10-A composition according to any one of Claims 1-9, wherein said composition further comprises a salt, preferably selected from salts selected from sodium, calcium, potassium, magnesium and mixtures thereof; more preferably salt of sodium, calcium, and mixtures thereof.

11-A composition according to any one of Claim 1-10, wherein said composition further comprises an uncomplexed cyclodextrin, preferably selected from beta-cyclodextrin, alpha-cyclodextrin, gamma-cyclodextrin, derivatives of said cyclodextrins, and mixtures thereof.

12-A composition according to any one of Claim1-11, wherein said composition further comprises an alkoxylated nonionic surfactant, preferably a polyalkyleneoxide polysiloxane surfactant, a block copolymer of ethylene oxide and propylene oxide based on ethylene glycol, propylene glycol, glycerol, trimethylolpropane, or ethylenediamine, and mixtures thereof.

13-A composition according to any one of Claim 1-12, wherein said composition has a fluid surface tension of from about 20 dynes/cm to about 55 dynes/cm.

14-A composition according to any one of Claim 1-13, wherein said composition has a fluid viscosity of from about 1 cps to about 50 cps.

15-A method for reducing or removing wrinkles on fabrics which comprises the steps of contacting the fabrics with a composition as defined in any one of Claims 1-14.

16- A method for reducing or removing wrinkles on fabrics and malodours on fabrics which comprises the steps of contacting the fabrics with a composition as defined in Claim 11.

17-A method according to either one of Claim 15 or 16, wherein the composition is contacted with the fabrics by means of a spray dispenser.

18-A method according to anyone of Claim 15-17, wherein the fabrics are placed into a dewrinkling apparatus.

19-A method according to Claim 18, wherein the apparatus comprises spraying means capable of providing droplets with a mean diameter of 3 to 50 μm.

20-A packaged composition comprising the composition of any one of Claims 1-14, in a spray dispenser.

21-A packaged composition according to Claim 20 or method according to Claim 17, wherein said spray dispenser comprises a trigger spray device and is

capable of providing droplets with a weight average diameter of from 8 to 100 μm.